

### I) Purpose:

Mission Statement: Glacier Country Regional Tourism Commission, a non-profit organization, is dedicated to a balanced partnership among eight western Montana counties (Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders), and other entities, to effectively market the region to visitors and educate the public regarding the value of tourism, while encouraging respect for our outstanding natural environment and quality of life.

The purpose of this marketing plan is to establish a strategy for all of Glacier Country's advertising and publicity to:

- A) Reach Glacier Country's identified markets and audiences;
- B) Present them with a unified message;
- C) Create a desire to visit and,
- D) Get visitors to come and stay in Glacier Country.

### II) Identity of the Area (strengths and challenges):

**As a travel destination, Glacier Country enjoys much distinct strength. Some of the major assets include:**

- **Cultural and Artistic Heritage** – There are many historic sites as well as art galleries, museums, resident artisans, theaters, and two American Indian Nations. Glacier Country shares an international border with Canada. It also has numerous points on the route of the Lewis and Clark journey, and David Thompson's journey, (Canadian Explorer whose maps Lewis & Clark used when they left St. Louis). Exploration and settlement sites of western Montana, as well as the historic "red buses" in Glacier National Park are part of the many points of interest in Glacier Country. In 2008, the Going-to-the-Sun Road will be celebrating its 75<sup>th</sup> anniversary, and Glacier National Park is preparing to celebrate its centennial in 2010.
- **Facilities** – Glacier Country has abundant lodging and camping opportunities to house visitors year round. Other facilities include convention facilities, entertainment, Flathead Valley Community College, restaurants, The University of Montana, two tribal colleges, and Visitor Information Centers. We anticipate more new properties opening up in Glacier Country during the next 18 months as well as renovations of existing properties. Many of these properties are affiliates of National chains, which offer strong brand awareness, special travel incentive programs and excellent meeting facilities.
- **Partnerships** – Glacier Country benefits from a culture of collaboration among its many partners, including the arts, agriculture and natural resources.
- **Recreational Activities** – Glacier Country offers a full range of outdoor activities from extreme to soft including, but not limited to: boat trips, camping, cycling, hiking, horseback riding, fishing, golfing, motor cross, mountain biking, other water sports, rafting, skiing, and snowmobiling.
- **Wildlife, Scenery, and Natural History** – For natural beauty, Glacier Country offers unique natural history and geological features such as Glacier National Park, the remains of Glacial Lake Missoula and Ice Age Floods, numerous lakes and rivers, abundant wildlife, birding, the National Bison Range, spectacular mountain ranges, wilderness areas, as well as national and state forests and state parks.

**Glacier Country's marketing efforts face some challenges which include:**

- **Airline Challenges** – Glacier Country has experienced an increase in the price of airline tickets. We also experience challenges in the amount of luggage visitors are permitted to bring, making for some difficulties especially for winter travelers with skis, etc. However, we are seeing additional airlines coming into the area.
- **Glacier National Park Infrastructure Issues** – Going-to-the-Sun Road repairs and reconstruction, late openings and recent flooding have resulted in shoulder season changes with late openings and early closings. In addition, reconstruction work on the Going-to-the-Sun Road continues and while a new public transportation program is in place, this may lead to some frustrating delays for vacationers driving across Logan Pass. Public relations will be a key factor for keeping the public informed about year-round services and activities in Glacier National Park that don't rely on the Going-To-The-Sun Road.
- **Melting Glaciers in the spotlight** – The greenhouse effects on the melting Glaciers in GNP continue to come under the spotlight as environmental conservation agencies petition to have GNP and Waterton, declared an

endangered World Heritage site. Governor Schweitzer has also referenced the melting Glaciers in GNP as one of the key reasons we need to adopt a more environmentally safe means of securing fuel. This coverage may give travelers the impression that there is nothing left to see in Glacier National Park.

- **Perceived Remote Location** – One of Glacier Country’s greatest assets is its “get away from it all” location, but the perception of our location as remote is also one of its liabilities. Glacier Country’s air and rail access is limited and costly in comparison to other travel destinations, and its distance from major population centers means a long trip. The high cost of gasoline, the higher cost of airfare compared to similar destinations is a liability, however we are fortunate to have two major international airports and as many airlines as we do. Upcoming and continuing Highway 93, Highway 35, Going-to-the-Sun Road, and Highway 2 construction is also a concern.
- **Resident Concerns** – Because of the high-traffic months, some Glacier Country residents in some areas are concerned about the impact of tourism, however; tourism is embraced in most areas of Glacier Country.
- **Crisis Preparation and Education** – It is important to have a crisis plan in place and be prepared. It is impossible to predict where a crisis will occur, how great an impact it will have on tourism, or how much of the Glacier Country marketing budget it will consume. For example, a fire that closes Going-to-the-Sun road for even a day is far more damaging to tourism than one that burns deep in the Cabinet Wilderness. Glacier Country has been preparing for such crises by working with, Travel Montana, U.S. Forest Service, National Park Service, Department of Natural Resource Conservation, Bureau of Land Management, other regions and CVBS as well as the Governor’s office to create a crisis communications plan of action. Concerns over the melting glaciers in Glacier National Park and potential for spring flooding could escalate into a media crisis, so it will be important to tighten up our crisis plan and be prepared to implement it.
- **Gas Prices** – Tourism businesses are concerned. The rise of fuel prices may keep visitors away.
- **Weather** – Unpredictable weather nationwide, hurricanes, tornados, and wildfires, lack of snow in the winter, could have repercussions on the year-long travel season.
- **International Strife** – The tighter security at the Canadian border, as well as situations overseas, impact the international tourist’s desire to travel. However, our weak dollar compared to international currencies has increased international travel.

### III) Goals:

#### Glacier Country’s primary marketing goals are:

- 1) Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
- 2) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
  - a. Attracting new travelers
  - b. Encouraging current travelers to visit more often
  - c. Encouraging current travelers to stay longer
  - d. Encouraging awareness of packaging opportunities
  - e. Soliciting the meetings & conventions, and tour group markets
  - f. Positioning ourselves as a resource for information
  - g. Working with Film Office to solicit movie industry to Montana
- 3) Increase visitation year-round especially shoulder & winter seasons
- 4) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 5) Adjust marketing efforts to highlight Glacier Country’s amenities, cultural and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Raise awareness and understanding of Glacier Country Regional Tourism Commission within the region, through positive publicity
- 7) Cooperate with other tourism organizations such as the Flathead, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, Glacier-Waterton Visitors Association, Travel Montana, the Film

Office, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives

- 8) Provide supportive public education about Glacier National Park issues by cooperating with all tourism partners including, but not limited to, Glacier National Park, the Tourism Regions, Travel Montana, Convention and Visitors Bureaus and Chambers of Commerce, as well as local, regional, and national media
- 9) Continue targeted visitor appeals in Glacier Country's marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
- 10) Incorporate Travel Montana's branding initiative into our various marketing projects

#### **IV) Strategic Plan Elements**

**The Marketing Plan supports the following strategic plan objectives:**

- 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.
  - 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
  - 1.1.b: Continue winter marketing
  - 1.1.c: Attend consumer travel shows
  - 1.1.d: Continue marketing to international travelers
  - 1.1.e: Enhance tracking and reporting of results and return on investment from state, regional, and CVB advertising efforts.
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
  - 1.2.a: Amplify targeted sales and marketing to attract groups, meetings and conferences
  - 1.2.b: Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons
  - 1.2.d: Target travel media to increase the visibility of Montana as a leisure travel destination.
  - 1.2.e: Continue to target tour operators to bring group tours and packaged vacations to Montana
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
  - 1.3.b: Implement the new Montana tourism brand
- 1.4: Improve Montana's visitor information system to extend visitor stays and spending
  - 1.4.a: Create a database inventory of visitor information system components available statewide
  - 1.4.c: Provide advanced training for all Visitor information centers
- 2.1: Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, the benefits/impacts of tourism and recreation partner initiatives, and allocation of lodging facility use taxes.
- 3.1: Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas
- 3.2: Coordinate state/regional/local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public lands and available facilities.
- 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.
  - 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
  - 4.1.b: Develop artisans/craftsmen trails statewide to highlight Montana's history and culture
  - 4.1.d: Enhance the Montana Tribal Tourism Alliance and its marketing efforts
  - 4.1.e: Plan and promote commemorations of historic events in Montana.
- 5.1: Cultivated opportunities to leverage private and public dollars to create tourism products and attract new tourist markets
  - 5.1.a: Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

- 5.1.b: Expand winter tourism products/activities to draw visitors
- 6.1: Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation
- 10.5: Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.
- 10.5.a: Continue to conduct research about resident and nonresident travelers to Montana to determine progress on Strategic Plan objectives
- 10.5.b: Purchase research about national/international tourism, recreation, and related trends
- 10.5.d: Disseminate tourism research reports to partners statewide.

#### V) Objectives

- 1) Increase overall consumer response by 2% over 2008
- 2) Increase direct mail and electronic direct mail response by 5% over 2008
- 3) Increase use of website by 10% over 2008
- 4) Increase our database by 5% over 2008
- 5) Media stories to increase by 3% over 2008 as a result of increased public relations efforts.
- 6) Fund up to eleven Chamber/Visitor Information Center's at up to \$3,200 per project from Memorial Day to Labor Day 2009, to better inform visitors and encourage the visitor to stay longer in their particular area and Glacier Country.
- 7) Increase Trade Show Response/Leads by 3% over 2008

#### VI) Geographic Markets

- 1) Primary: Alberta, California, Minnesota, and Washington
- 2) Other - additional areas as opportunities arise, including international. We will look deeply into Utah, Chicago, and Colorado based on recent Travel Montana research.

#### VII) Target Demographics

##### PRIMARY

Individuals – active and affluent adults, mid 30s+, HHI \$50,000+, take at least two vacations per year. Interests may include hiking, camping, skiing, golf, history, culture, wildlife viewing, shopping, relaxing, spa-ing, dining and others. Individuals may be traveling as groups of two or more (couples, girlfriend getaways, mancations, etc.).

Mature couples – Active and affluent 55+ couples, HHI \$70,000+. Interests may include outdoor activities, history and culture, wildlife viewing, photography, skiing, golf, hiking and others (may include RVers). Many of these couples may be traveling as 'togetherness groups' with other friends and/or extended family.

##### SECONDARY

Families: Active and affluent adults with 1+ children and multi-generation travelers, HHI \$75,000+. Interests may include wildlife viewing, hiking, skiing, history and culture, and others.

#### VIII) Plan and Strategy

##### Advertising and Publications

- 1. **Print Advertising:** Glacier Country will use both formatted and display ads to generate response. Ads will call the reader to action and prominently feature the website and toll free number.

2. **Internet:** Using the Internet to promote recreation and travel is a natural fit, according to Travel Industry Association, 67% of all internet users in 2004 consulted travel planning resources. Glacier Country will use the internet to target a national and international audience.
3. **Website:** Glacier Country will use the internet and print advertising to drive potential visitors to the Glacier Country website. The website will be a planning resource for visitors to plan a vacation in the area. The Travel Guide will be featured on the website and will be downloadable. We will continue to track and evaluate using unique URL pages. These pages will look identical to the main site but are coded so we are able to measure where the site visit was generated.
4. **Direct and E-Direct Mail:** Glacier Country will promote Western Montana using both direct and e-direct mail. Recipients to include the existing Glacier Country database and lists purchased from activity and lifestyle based publications as well as database sources in targeted geographic markets.
5. **Collateral:** The **2009 Travel Guide** will be used as a marketing strategy and will be produced with private funds instead of public dollars this year. The Travel Guide will continue to be distributed free of charge and contain planning information for potential visitors.

#### IX) Other Marketing Elements

1. **Response Drivers:** All materials will drive response to Glacier Country's 800 number, website, call center and Post Office Box in Missoula. All responses will be tracked by codes and specific URL's.
2. **State Co-ops:** We will cooperate with Travel Montana and other Regions and CVB's to take advantage of quantity page rates whenever possible.
3. **Trade and Travel Shows:** Glacier Country will attend or will aid by attendance at specific shows such as Travel Industry Association's Pow Wow, Go West, National Tour Association, Rocky Mountain International, and Meeting Trade Shows whenever possible. In addition, whenever possible, we will attend regional travel shows to help promote the value of Glacier Country and tourism in the region.
4. **Publicity/Promotion:** Glacier Country will continue the successful campaign of targeting and hosting travel writers, TV and Radio producers encouraging them to produce editorial coverage about the regions activities and attributes over all four seasons. In our public relations budget, funds are being set aside for crisis management.
5. **Visitor Information Center Staffing:** The V.I.C. Staffing assistance program's intention is to aid smaller chambers that are not funded by the Montana Accommodation Tax, and are in need of financial support in order to staff their Visitor Center properly from Memorial Day to Labor Day.

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# Glacier Country **MONTANA**

## 2008/2009 Proposed Public Budget

Item			
<b>Marketing Support</b>			<b>\$ 375,182.00</b>
	Administration	\$ 194,382.00	
	Sales/Marketing Manager	\$ 30,000.00	
	TAC Meetings	\$ 1,200.00	
	Strategic Planning	\$ 14,400.00	
	Opportunity	\$ 35,000.00	
	Joint Ventures	\$ 60,000.00	
	SuperHost	\$ 5,000.00	
	VICs	\$ 35,200.00	
<b>Telemarketing/Fulfillment</b>			<b>\$ 145,864.00</b>
	Telemarketing 800#	\$ 6,000.00	
	Call Center Retainer & Call Back Survey	\$ 90,064.00	
	Telemarketing Postage	\$ 25,000.00	
	Direct Mail Postage	\$ 15,000.00	
	LiveHelper	\$ 4,800.00	
	Certified Folder	\$ 5,000.00	
<b>Direct Mail</b>			<b>\$ 19,300.00</b>
<b>Glacier Country Travel Guide (Cover Design &amp; Photography Turnover)</b>			<b>\$ 6,376.00</b>
<b>Montana Travel Planner</b>			<b>\$ 5,403.00</b>
<b>E-Newsletters</b>			<b>\$ 21,220.00</b>
<b>E-Mail Blasts</b>			<b>\$ 11,060.00</b>
<b>Consumer Marketing</b>			<b>\$ 131,074.00</b>
	Media	\$ 106,074.00	
	Agency Fees	\$ 25,000.00	
<b>Photo Shoot</b>			<b>\$ 17,710.00</b>
<b>Photo Request Management</b>			<b>\$ 4,430.00</b>
<b>Travel Show Participation</b>			<b>\$ 15,000.00</b>
<b>Travel Show Mailings</b>			<b>\$ 1,500.00</b>
<b>NTA Fact Sheet</b>			<b>\$ 3,446.00</b>
<b>Publicity</b>			<b>\$ 103,000.00</b>
	Retainer: Story Pitches/News Releases/Reactive Response/	\$ 51,000.00	
	Reporting/Tracking/Planning		
	Press Trips/Media Blitz Planning	\$ 22,000.00	
	Press Trips/Media Blitz Hard Costs	\$ 17,000.00	
	Regional Press Kits	\$ 5,000.00	
	Crisis Management	\$ 8,000.00	
<b>Meetings &amp; Convention Marketing</b>			<b>\$ 18,800.00</b>
	Trip to Meeting Planners	\$ 5,800.00	
	Meeting Planner FAM Trip	\$ 13,000.00	
<b>Internet Development</b>			<b>\$ 125,000.00</b>
	Web Redesign	\$ 40,000.00	
	Web Maintenance	\$ 24,000.00	
	E-Mail Distribution	\$ 7,000.00	
	Podcasts	\$ 12,000.00	
	Video Content	\$ 12,000.00	
	Keywords	\$ 12,000.00	
	Optimization Marketing Plan	\$ 18,000.00	
<b>Online Advertising</b>			<b>\$ 21,000.00</b>
<b>Total</b>			<b>\$ 1,025,365.00</b>
<b>Projected Budget</b>			<b>\$ 1,025,365.00</b>

TM Projections @ 95%	\$ 896,422.00
TM Projections @ 100%	\$ 943,602.00
GC Projections @ 103%	\$ 971,910.00
Uncommitted Funds @ Audit	\$ 9,455.00
Anticipated Rollover FY 07/08	\$ 44,000.00
<b>Total Projected Budget FY 08/09</b>	<b>\$ 1,025,365.00</b>

Please identify projects and amounts you would eliminate or reduce if revenue decreases by 10%.

Glacier Country would reduce consumer marketing, opportunity and joint venture funds accordingly.

If you choose to reserve funds for future years, please identify purpose, anticipated project budget and amount of funds to be reserved this year.

We are not planning to reserve funds for future projects.

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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Sales – Marketing Manager

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Due to the ever increasing schedule of worthy trade shows and sales calls, Glacier Country will add a sales and marketing manager on staff. This manager would help alleviate the hectic travel schedule of the executive director allowing the director to spend more time in Glacier Country working with cooperative partners and members. The Sales - Marketing Manager would be responsible for:

- Conduct studies of the needs, preferences, and satisfaction of the region's markets.
- Attend travel shows throughout the nation that meet Glacier Country's target markets and demographics.
- Follow up leads from travel shows with written correspondence, emails, phone calls, etc. office staff will help as necessary.
- Prepare an annual budget and plan for sales, that will be a part of the general budget and marketing plan. To include trade shows, expenses, and goals.
- Write completion reports about the effectiveness of each project and/or tradeshow.
- Work with travel writers and public relations agency to effectively market Glacier Country.
- Meet with local press to promote Glacier Country's mission.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008
- Media stories to increase by 3% over 2008 as a result of increased public relations efforts.
- Increase Trade Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

This project touches every aspect of our marketing plan.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
  - 1.1.d Continue marketing to international travelers
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT

- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- Goal 2: Attain public policy and citizen support for sustainable tourism and recreation**
- 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.e Plan and promote commemorations of historic events in Montana
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.
- Goal 9: Increase funding to maintain sustainable tourism and recreation.**
- 9.2 Foster opportunities to pool public and private marketing dollars
- Goal 10: Build an effective “team” to implement the Strategic Plan, and report results**
- 10.1 Recognize Travel Montana as ‘team captain’ to communicate/coordinate regularly with partners
- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 10.3 Implement Strategic Plan discussion/reporting to align activities with goals and actions
- 10.4 Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No



**PROJECT BUDGET**  
**Sales-Marketing Manager**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Salary	\$30,000.00 +	\$0.00 =	\$30,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$30,000.00</b>	<b>\$0.00</b>	<b>\$30,000.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$30,000.00 +</b>	<b>\$0.00 =</b>	<b>\$30,000.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Strategic Planning

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country's agency of record is Partners Creative who works closely with us on many facets of our marketing plan from strategy and implementation to tracking and analysis. Their staff works closely with Glacier Country staff and board of directors and partnering organizations and agencies to analyze current problems and opportunities as well as our past efforts and their effectiveness. This in turn helps us design an effective marketing plan, develop a creative and effective message ensuring maximum efficiency in the project planning to be used to communicate that message.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, 7 and 10 as well as other marketing elements number 2.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
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- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
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  - 1.2.b Work with local sports groups to attract sport events in off-peak season
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.c Conduct educational tourism workshops, presentations, and webinars
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
  - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars



- 4.1.b     Develop artisan/craftsmen trails statewide to highlight history and culture
- 4.1.e     Plan and promote commemorations of historic events in Montana

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**     ☒    Yes                      ☐    No



**PROJECT BUDGET**  
**Strategic Planning**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$7,500.00 +	\$0.00 =	\$7,500.00
Account Coordination	\$3,300.00 +	\$0.00 =	\$3,300.00
Proofing & Editing	\$550.00 +	\$0.00 =	\$550.00
Copywriting	\$1,500.00 +	\$0.00 =	\$1,500.00
Layout & Design	\$750.00 +	\$0.00 =	\$750.00
Computer Production	\$750.00 +	\$0.00 =	\$750.00
Color Lasers	\$50.00 +	\$0.00 =	\$50.00
<b>TOTAL</b>	<b>\$14,400.00</b>	<b>\$0.00</b>	<b>\$14,400.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$14,400.00 +</b>	<b>\$0.00 =</b>	<b>\$14,400.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Visitor Information Center (VIC) Funding

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country started its VIC Staffing and Distribution Assistance Program in FY94. It has been a successful program and continues to benefit our region.

The program was designed to aid smaller chambers that are not funded by the Montana Accommodations Tax and Travel Montana and are in need of financial support in order to staff their visitor center properly and/or find it impossible to fulfill the increase in inquiries received for information on their area from Memorial Day to Labor Day.

An application process to assure eligibility must be submitted and approved both by Glacier Country and Audits and Application Committee. At the conclusion of the warm season, a completion report is required. This report enables the chamber to evaluate the visitor's point of origin, destination and length of stay in Montana, as well as entice them to extend their visit in the area with things to do and see. The report allows Glacier Country to make the same evaluation which will help in planning our future ad campaigns.

We have each VIC evaluate the year and compare with the two previous years in their completion report due in our office in September. Our VIC committee evaluates the reports and applications in deciding first of all who got their reports in on time, so that the Glacier Country office get their completion report done and into Travel Montana; then how many visitors they had, any complications, i.e. fires, early or late snows not allowing them to open, etc. Glacier Country has always awarded each eligible VIC with the same amount of money as any other applying that particular year. If there have been some irregularities, then payment schedule is determined prior to awarding the VIC its money.

### OBJECTIVES:

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- Fund up to eleven Chamber/Visitor Information Center's at up to \$3,200 per project from Memorial Day to Labor Day 2009, to better inform visitors and encourage the visitor to stay longer in their particular area and Glacier Country.

**Refer to the portions of your marketing plan, which support this project.**

When the visitor stops for information, the additional staff person enables the VIC to encourage the travelers to stay longer with local information, things to do and places to see; Goals, No. 2. This project is also supported by Goals, No. 7, as well as other Marketing Elements, No 5. enabling Glacier Country to cooperate with various chambers who share our goals and objectives.

**How does this project support the Strategic Plan?**

- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- 1.4: Improve Montana's visitor information system to extend visitor stays and spending
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation

Budget page must be attached for approval.



You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No

Budget page must be attached for approval.



**PROJECT BUDGET  
VIC Funding**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
VIC Staffing & Distribution	\$35,200.00 +	\$0.00 =	\$35,200.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$35,200.00</b>	<b>\$0.00</b>	<b>\$35,200.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$35,200.00 +</b>	<b>\$0.00 =</b>	<b>\$35,200.00</b>

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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Telemarketing-Fulfillment

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

### Retainer, 800#, Telemarketing Postage & Direct Mail Postage

The Glacier Country Call Center will continue its consumer database in capturing caller interests and travel preferences as well as store their name, address, e-mail address and telephone number. Travel counseling staff is available full time with 24-hour access to travel information provided by voice response technologies.

The web-enabled Windfall Technologies Call Center staff serving Glacier Country is highly trained on Montana tourism resources, history and public lands as well as on Internet based communications and electronic based customer service technologies. Training sessions are provided to the tourism counselors on a wide range of topics including winter recreation, cultural attractions, outdoor adventure, publicity and additional topics as they become applicable.

The call center handles all inquiries including trade show leads, electronic inquiries, magazine reader service, regular mail, e-mail and instant messaging. The web-enabled call center also provides various electronic fulfillment pieces to supplement the travel guide for our Internet based customers. The combination of experienced telephone based travel counseling with the latest Internet resources and training in online customer service will provide Glacier Country cutting edge tools to better serve their audience. Additionally, consumers have access to vacation planning assistance, Glacier Country's summer and winter publications as well as statewide publications.

The Glacier Country database stores inquiries collected through calls, e-mail, instant messaging, mail, and reader service. The database is used to eliminate duplicate orders and provide a comprehensive, targeted database to power direct mail and relationship marketing. Glacier Country in the past couple of years, has achieved response rates through direct mail of approximately 14% (national average 1-3%) and e-direct mail rates of 14 - 17%. The Call Center distributed consumer travel guides in a timely manner and maintained inventory control of the guides. Additionally, the Call Center helped us with our Vacation Specials page, funded with private dollars, and we had over 71,000 visitors to that section.

Windfall Technologies provides a streamlined inquiry management system maximizing the value of the leads being generated by print and electronic media. Windfall Technologies will organize and fulfill all tourism inquiries as well as maintain carefully reporting and analysis of each aspect of the print and electronic marketing campaign. They will continue to be an integral part of Glacier Country in 2008/2009 as we continue with Internet advertising and more instant messaging and e-direct mail.

The Windfall Technologies Center will be the central clearing house for inquiries, packages and promotions for Glacier Country.

### LiveHelper

This technology upgrades our available services by dedicating another communication resource in addition to the traditional telephone line.

LiveHelper licenses enable the call center to interact with online visitors two ways. First visitors can initiate contact with the call center counselor directly. This enables immediate responses to their needs as well as a fantastic customer service advantage for the website versus our competition. We have been able to correct often incorrect assumptions on air travel, amenity availability, seasonal conditions, and other related topics with instant response capability to questions. Second – we

have a dashboard feature that allows us to monitor visitors to the website and initiate contact with a visitor if they appear to be looking for something over duration of time or to simply say hi and offer our assistance. This has been a very positively received feature on the website as we are not selling them a product but we can be available to fill in gaps in their travel planning.

Certified Folder Display

We will continue distribution with Certified in rack distribution of our Travel Guide. Certified also distributes boxes of Travel guides to spots in Montana (Chambers of Commerce, VIC Centers, Airports), AAA offices and trade shows, as designated. Certified also stores our guides at no additional charge and allows the call center to pick up guides as necessary.

As we always have, on a monthly basis we look at and evaluate all of our ads, direct mails, e-direct mails via calls to the call center and hits on our website. Our advertising agency uses these reports in making suggestions for ads the following year as does the marketing committee. Additionally, our public relations firm is always in the loop of where we are advertising so that they can contact those particular magazines about possible stories. Whenever a story appears about Glacier Country, whether in a magazine, newspaper, internet, etc., we immediately copy it and send it to the call center so that they can track any calls as a result of our PR efforts.

**OBJECTIVES:**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

**Refer to the portions of your marketing plan, which support this project.**

This section of our budget is vital in order to fulfill all the segments of our marketing plan.

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
  - 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.d Continue marketing to international travelers
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.b Implement the new Montana tourism brand
  - 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending
- Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands**
  - 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
  - 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
  - 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
  - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
  - 4.1.e Plan and promote commemorations of historic events in Montana



**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No



**PROJECT BUDGET**  
**Telemarketing - Fulfillment**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
800 Number	\$6,000.00 +	\$0.00 =	\$6,000.00
Call Center Retainer & Call Back Survey	\$90,064.00 +	\$0.00 =	\$90,064.00
Telemarketing Postage	\$25,000.00 +	\$0.00 =	\$25,000.00
Direct Mail Postage	\$15,000.00 +	\$0.00 =	\$15,000.00
LiveHelper	\$4,800.00 +	\$0.00 =	\$4,800.00
Certified Folder	\$5,000.00 +	\$0.00 =	\$5,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$145,864.00</b>	<b>\$0.00</b>	<b>\$145,864.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$145,864.00 +</b>	<b>\$0.00 =</b>	<b>\$145,864.00</b>



## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Direct Mail

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Direct marketing, is an effective marketing tool because it builds greater interaction with consumers already predisposed toward Glacier Country or Montana and the activities, sports, events and scenery that are available. Direct marketing will remain an important element in Glacier Country's marketing mix, allowing a targeted message to be sent to potential visitors at an ideal time. It is part of our balanced marketing approach, including display advertising, public relations and trade show promotion.

The direct mail piece will be sent to 50,000 addresses in our target markets. The list rental will be selected to complement our marketing efforts, as will the timing of the mail date.

The direct mail will drive traffic to the Web site or 800# for more information about Glacier Country. The direct mail piece will feature a unique URL to enable tracking and will be reported on a monthly basis.

**SPECS:** 11 1/4" x 7 3/8" Flat; 5 5/8" x 7 3/8" Folded; 4/4 **QTY:** 50,000 **MAIL DATE:** TBD

## OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered: 1, 2, 3, 4, 5, and 8 as well as plan and strategy number 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3.b Implement the new Montana tourism brand

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.e Plan and promote commemorations of historic events in Montana

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**



Yes



No

Budget page must be attached for approval.



**PROJECT BUDGET**  
**Direct Mail**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$900.00 +	\$0.00 =	\$900.00
Account Coordination	\$660.00 +	\$0.00 =	\$660.00
Proofing & Editing	\$220.00 +	\$0.00 =	\$220.00
Copywriting	\$1,125.00 +	\$0.00 =	\$1,125.00
Layout & Design	\$1,125.00 +	\$0.00 =	\$1,125.00
Computer Production	\$750.00 +	\$0.00 =	\$750.00
PhotoShop & Illustrator Manipulation	\$300.00 +	\$0.00 =	\$300.00
Print Pro Management	\$750.00 +	\$0.00 =	\$750.00
Printing	\$5,780.00 +	\$0.00 =	\$5,780.00
Fed Ex Shipping	\$50.00 +	\$0.00 =	\$50.00
Color Lasers	\$100.00 +	\$0.00 =	\$100.00
Epson Color Proofs	\$40.00 +	\$0.00 =	\$40.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$11,800.00</b>	<b>\$0.00</b>	<b>\$11,800.00</b>

<b>MARKETING/ADVERTISING:</b>			
Direct Mail List Rental	\$7,500.00 +	\$0.00 =	\$7,500.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$7,500.00</b>	<b>\$0.00</b>	<b>\$7,500.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>PROJECT TOTAL</b>	<b>\$19,300.00 +</b>	<b>\$0.00 =</b>	<b>\$19,300.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Travel Guide Cover Design & Photo Library Turnover

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In an effort to maximize the bed tax money available for marketing projects in the 2008/09 budget year, the 2009 Glacier Country Travel Guide will be produced with private instead of public dollars this year. All but the front cover design and photos from our photo library will be paid from private funding. The Travel Guide will continue to be distributed free of charge and contain planning information for potential visitors. The 2009 Travel Guide will feature front cover creative by Partners Creative to keep a sense of continuity and fluidity from the previous guide to the new.

A quantity of 140,000 Travel Guides will be printed. 100,000 will be dedicated to the call center (Windfall Technologies, LLC) for fulfillment; the remainder will be distributed via Certified Folder racks throughout Montana, State and Glacier Funded Visitor Information Centers, Chambers of Commerce and Convention and Visitors Bureaus requesting supplies of the Guide and trade shows we participate in.

Response will be tracked by the call center (Windfall Technologies, LLC) and reported on a monthly basis. As a fulfillment piece the goal of the Guide is to help raise awareness, assist in vacation planning, increase visitation and pull visitors throughout the various parts of Glacier Country.

Glacier Country's 800#, web site, and e-mail address will be printed on the Guide. The Guides will also include Travel Montana's 800# and web site, the other tourism regions, our three CVB's, all of our Chambers of Commerce, the northern region of the Forest Service telephone numbers and web sites, if applicable, will be included. A business reply card will not be included. Requests for member information will all be done via the internet.

Bed tax regulations in regards to "printed in the US for free distribution" will be adhered to.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 8, and 10, as well as plan and strategy number 4 and 5.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.c Attend consumer travel shows targeting high value, low impact visitors

Budget page must be attached for approval.

- 1.1.d Continue marketing to international travelers
- 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3.b Implement the new Montana tourism brand
- 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached:
 ☒ Yes
 ☐ No



PROJECT BUDGET

Travel Guide Cover Design & Photo Library Turnover

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Cover - Account Management	\$750.00 +	\$0.00 =	\$750.00
Cover - Account Coordination	\$440.00 +	\$0.00 =	\$440.00
Cover - Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Cover - Copywriting	\$900.00 +	\$0.00 =	\$900.00
Cover - Layout & Design	\$1,125.00 +	\$0.00 =	\$1,125.00
Cover - Computer Production	\$300.00 +	\$0.00 =	\$300.00
Cover - PhotoShop & Illustrator Manipulation	\$150.00 +	\$0.00 =	\$150.00
Cover - Photography	\$1,500.00 +	\$0.00 =	\$1,500.00
Cover - CD's Burned	\$6.00 +	\$0.00 =	\$6.00
Cover - Color Lasers	\$35.00 +	\$0.00 =	\$35.00
Cover - Epson Color Proofs	\$35.00 +	\$0.00 =	\$35.00
Library - Photo Coordination	\$750.00 +	\$0.00 =	\$750.00
Library - Computer Production	\$150.00 +	\$0.00 =	\$150.00
Library - CD's Burned	\$6.00 +	\$0.00 =	\$6.00
Library - Color Lasers	\$119.00 +	\$0.00 =	\$119.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$6,376.00</b>	<b>\$0.00</b>	<b>\$6,376.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$6,376.00 +</b>	<b>\$0.00 =</b>	<b>\$6,376.00</b>

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Approval Requested	
<input checked="checked" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

## Application for projects over \$500

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	MT Travel Planner
<b>Application Completed by:</b>	Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country feels that it's vital to continue advertising in the Montana Travel Planner produced by Travel Montana. As of March 1, 2008 ad placement in the publication has resulted in 3216 call inquiries and 456 track able unique visits. The ad will be a full page (color). As with all print advertising, the ad will call the reader to action, offer the Travel Guide as a means of discovery, and prominently feature the Web site address and toll free number. The ad will include a unique URL address for tracking on the website.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, and 5, as well as plan and strategy number 1.

### How does this project support the Strategic Plan?

- 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results
- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.2.d: Target travel media to increase the visibility of Montana as a leisure travel destination
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts
- 1.4: Improve Montana's visitor information system to extend visitor stays and spending
- 5.1.b: Expand winter tourism products/activities to draw visitors
- 9.2: Foster opportunities to pool public and private marketing dollars

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No



**PROJECT BUDGET  
MT Travel Planner**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$150.00 +	\$0.00 =	\$150.00
Account Coordination	\$110.00 +	\$0.00 =	\$110.00
Proofing & Editing	\$27.50 +	\$0.00 =	\$27.50
Copy Writing	\$150.00 +	\$0.00 =	\$150.00
Layout & Design	\$150.00 +	\$0.00 =	\$150.00
Computer Production	\$150.00 +	\$0.00 =	\$150.00
Color Laser Copies	\$15.50 +	\$0.00 =	\$15.50
<b>TOTAL</b>	<b>\$753.00</b>	<b>\$0.00</b>	<b>\$753.00</b>
<b>MARKETING/ADVERTISING:</b>			
Media Placement	\$4,650.00 +	\$0.00 =	\$4,650.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$4,650.00</b>	<b>\$0.00</b>	<b>\$4,650.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$5,403.00 +</b>	<b>\$0.00 =</b>	<b>\$5,403.00</b>



## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** E-Newsletters

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country will continue to send seasonal electronic newsletters on a quarterly basis. Content will feature activities, events, and attractions throughout Glacier Country that reflect the area's personality while tying into the overall Glacier Country feel. E-newsletters will include 4-color photos and links to Web sites for additional information as well as special promotions and package offers.

Each of the four e-newsletters will be sent to the Glacier Country database, plus a list rental will target an additional 10,000 names. List rental will complement our regional marketing efforts and/or our target markets as applicable. Each e-newsletter will include a unique URL to enable tracking.

Partners Creative will work with the Glacier Country office and marketing committee to solicit area information and determine content to be featured in each of the e-newsletters.

The response for each e-newsletters will be tracked by the call center and reported on a monthly basis.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, and 5 as well as plan and strategy number 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3.b Implement the new Montana tourism brand

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:** ☒ Yes

☐ No



**PROJECT BUDGET**  
**Winter E-Newsletter**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$600.00 +	\$0.00 =	\$600.00
Account Coordination	\$440.00 +	\$0.00 =	\$440.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$900.00 +	\$0.00 =	\$900.00
Layout & Design	\$600.00 +	\$0.00 =	\$600.00
Computer Production	\$600.00 +	\$0.00 =	\$600.00
Photography	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$55.00 +	\$0.00 =	\$55.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$3,505.00</b>	<b>\$0.00</b>	<b>\$3,505.00</b>

<b>MARKETING/ADVERTISING:</b>			
Direct Mail List Rental	\$1,800.00 +	\$0.00 =	\$1,800.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,800.00</b>	<b>\$0.00</b>	<b>\$1,800.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$5,305.00 +</b>	<b>\$0.00 =</b>	<b>\$5,305.00</b>
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**PROJECT BUDGET**  
**Spring E-Newsletter**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$600.00 +	\$0.00 =	\$600.00
Account Coordination	\$440.00 +	\$0.00 =	\$440.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$900.00 +	\$0.00 =	\$900.00
Layout & Design	\$600.00 +	\$0.00 =	\$600.00
Computer Production	\$600.00 +	\$0.00 =	\$600.00
Photography	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$55.00 +	\$0.00 =	\$55.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$3,505.00</b>	<b>\$0.00</b>	<b>\$3,505.00</b>

<b>MARKETING/ADVERTISING:</b>			
Direct Mail List Rental	\$1,800.00 +	\$0.00 =	\$1,800.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,800.00</b>	<b>\$0.00</b>	<b>\$1,800.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>PROJECT TOTAL</b>	<b>\$5,305.00 +</b>	<b>\$0.00 =</b>	<b>\$5,305.00</b>
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**PROJECT BUDGET**  
**Summer E-Newsletter**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$600.00 +	\$0.00 =	\$600.00
Account Coordination	\$440.00 +	\$0.00 =	\$440.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$900.00 +	\$0.00 =	\$900.00
Layout & Design	\$600.00 +	\$0.00 =	\$600.00
Computer Production	\$600.00 +	\$0.00 =	\$600.00
Photography	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$55.00 +	\$0.00 =	\$55.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$3,505.00</b>	<b>\$0.00</b>	<b>\$3,505.00</b>

<b>MARKETING/ADVERTISING:</b>			
Direct Mail List Rental	\$1,800.00 +	\$0.00 =	\$1,800.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,800.00</b>	<b>\$0.00</b>	<b>\$1,800.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$5,305.00 +</b>	<b>\$0.00 =</b>	<b>\$5,305.00</b>
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**PROJECT BUDGET**  
**Fall E-Newsletter**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$600.00 +	\$0.00 =	\$600.00
Account Coordination	\$440.00 +	\$0.00 =	\$440.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$900.00 +	\$0.00 =	\$900.00
Layout & Design	\$600.00 +	\$0.00 =	\$600.00
Computer Production	\$600.00 +	\$0.00 =	\$600.00
Photography	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$55.00 +	\$0.00 =	\$55.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$3,505.00</b>	<b>\$0.00</b>	<b>\$3,505.00</b>

<b>MARKETING/ADVERTISING:</b>			
Direct Mail List Rental	\$1,800.00 +	\$0.00 =	\$1,800.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,800.00</b>	<b>\$0.00</b>	<b>\$1,800.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>PROJECT TOTAL</b>	<b>\$5,305.00 +</b>	<b>\$0.00 =</b>	<b>\$5,305.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** E-Mail Blasts

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Over the years, Glacier Country has built a database of e-mail addresses consisting of people who have visited, or are interested in visiting western Montana. In an effort to keep Glacier Country top of mind when trip plans are being made and encourage visitation to Glacier Country, quarterly e-direct messages will be sent to the database. Content will highlight a different geographic area of Glacier Country with every message. Message will be short and concise and feature 4-color photography of the region directing visits to the Glacier Country website.

Each e-direct message will have a unique URL address to enable tracking and will be reported on a monthly basis.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, and 5 as well as plan and strategy number 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3.b Implement the new Montana tourism brand

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.e Plan and promote commemorations of historic events in Montana

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**



Yes



No



**PROJECT BUDGET  
E-Mail Blast - #1**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$300.00 +	\$0.00 =	\$300.00
Account Coordination	\$330.00 +	\$0.00 =	\$330.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$750.00 +	\$0.00 =	\$750.00
Layout & Design	\$300.00 +	\$0.00 =	\$300.00
Computer Production	\$750.00 +	\$0.00 =	\$750.00
Photo Rights Prot.	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$25.00 +	\$0.00 =	\$25.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$2,765.00</b>	<b>\$0.00</b>	<b>\$2,765.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>PROJECT TOTAL</b>	<b>\$2,765.00 +</b>	<b>\$0.00 =</b>	<b>\$2,765.00</b>
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**PROJECT BUDGET  
E-Mail Blast - #2**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$300.00 +	\$0.00 =	\$300.00
Account Coordination	\$330.00 +	\$0.00 =	\$330.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$750.00 +	\$0.00 =	\$750.00
Layout & Design	\$300.00 +	\$0.00 =	\$300.00
Computer Production	\$750.00 +	\$0.00 =	\$750.00
Photo Rights Prot.	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$25.00 +	\$0.00 =	\$25.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$2,765.00</b>	<b>\$0.00</b>	<b>\$2,765.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$2,765.00 +</b>	<b>\$0.00 =</b>	<b>\$2,765.00</b>
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**PROJECT BUDGET  
E-Mail Blast - #3**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$300.00 +	\$0.00 =	\$300.00
Account Coordination	\$330.00 +	\$0.00 =	\$330.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$750.00 +	\$0.00 =	\$750.00
Layout & Design	\$300.00 +	\$0.00 =	\$300.00
Computer Production	\$750.00 +	\$0.00 =	\$750.00
Photo Rights Prot.	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$25.00 +	\$0.00 =	\$25.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$2,765.00</b>	<b>\$0.00</b>	<b>\$2,765.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$2,765.00 +</b>	<b>\$0.00 =</b>	<b>\$2,765.00</b>
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**PROJECT BUDGET  
E-Mail Blast - #4**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$300.00 +	\$0.00 =	\$300.00
Account Coordination	\$330.00 +	\$0.00 =	\$330.00
Proofing & Editing	\$110.00 +	\$0.00 =	\$110.00
Copywriting	\$750.00 +	\$0.00 =	\$750.00
Layout & Design	\$300.00 +	\$0.00 =	\$300.00
Computer Production	\$750.00 +	\$0.00 =	\$750.00
Photo Rights Prot.	\$200.00 +	\$0.00 =	\$200.00
Color Lasers	\$25.00 +	\$0.00 =	\$25.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$2,765.00</b>	<b>\$0.00</b>	<b>\$2,765.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$2,765.00 +</b>	<b>\$0.00 =</b>	<b>\$2,765.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Consumer Advertising

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

For the current fiscal year (2007/08), Glacier Country will focus its consumer advertising and marketing efforts in the Minneapolis and Seattle areas, both of which have traditionally been strong markets for Glacier Country. The marketing and advertising effort will promote off season travel.

Based on the success of the regional campaign, Glacier Country may choose to again focus 2008/09 consumer advertising funds in regional markets. Or, may shift back to a targeted national campaign. We'll be better prepared to make this decision once we've completed the upcoming campaign. Prior to any spending, a detailed plan will be submitted to Audits and Applications for approval.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered: 1, 2, 3, 4, 5, 6, and 7 as well as plan and strategy number 1. Other marketing elements numbered 1 and 2 also support this project.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.3.b Implement the new Montana tourism brand

**Goal 9: Increase funding to maintain sustainable tourism and recreation.**

- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:** ☒ Yes ☐ No



**PROJECT BUDGET**  
**Consumer Advertising**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$4,500.00 +	\$0.00 =	\$4,500.00
Account Coordination	\$2,750.00 +	\$0.00 =	\$2,750.00
Proofing & Editing	\$1,100.00 +	\$0.00 =	\$1,100.00
Copywriting	\$5,625.00 +	\$0.00 =	\$5,625.00
Layout & Design	\$3,750.00 +	\$0.00 =	\$3,750.00
Computer Production	\$3,750.00 +	\$0.00 =	\$3,750.00
PhotoShop & Illustrator Manipulation	\$600.00 +	\$0.00 =	\$600.00
Print Pro Mgmt	\$1,500.00 +	\$0.00 =	\$1,500.00
Phot Rights Prot	\$1,050.00 +	\$0.00 =	\$1,050.00
Fed Ex	\$100.00 +	\$0.00 =	\$100.00
Color Lasers	\$200.00 +	\$0.00 =	\$200.00
Epson Color Proofs	\$50.00 +	\$0.00 =	\$50.00
CD's Burned	\$25.00 +	\$0.00 =	\$25.00
<b>TOTAL</b>	<b>\$25,000.00</b>	<b>\$0.00</b>	<b>\$25,000.00</b>
<b>MARKETING/ADVERTISING:</b>			
Media Placement	\$106,074.00 +	\$0.00 =	\$106,074.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$106,074.00</b>	<b>\$0.00</b>	<b>\$106,074.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$131,074.00 +</b>	<b>\$0.00 =</b>	<b>\$131,074.00</b>



## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Photo Shoot

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In the past, Glacier Country has used professional photographers to capture images for both warm and winter seasons. The images allow us to represent Glacier Country with stunning photography, with an emphasis on 'people in place'. Images are used for many Glacier Country projects; Travel Guide, the website, print ads, direct and e-direct mail pieces to name a few.

New imagery will allow us to present a fresh look for the Region, and result in long-term cost savings (realized when not buying existing, high-end photography on a per project basis). This project includes two separate photo shoots (two images per shoot) for a total of four images.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, and 7 as well as other marketing elements number 2.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT
- 1.3.b Implement the new Montana tourism brand

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:** ☒ Yes

☐ No



**PROJECT BUDGET**  
**Photo Shoot**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$3,150.00 +	\$0.00 =	\$3,150.00
Account Coordination	\$550.00 +	\$0.00 =	\$550.00
Art Direction-Photo/Illust Supervision	\$3,150.00 +	\$0.00 =	\$3,150.00
Photography/Custom	\$8,000.00 +	\$0.00 =	\$8,000.00
Photography Models	\$500.00 +	\$0.00 =	\$500.00
Misc. Expense	\$750.00 +	\$0.00 =	\$750.00
Color Lasers	\$50.00 +	\$0.00 =	\$50.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$16,150.00</b>	<b>\$0.00</b>	<b>\$16,150.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
Meals	\$600.00 +	\$0.00 =	\$600.00
Lodging	\$960.00 +	\$0.00 =	\$960.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,560.00</b>	<b>\$0.00</b>	<b>\$1,560.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>PROJECT TOTAL</b>	<b>\$17,710.00 +</b>	<b>\$0.00 =</b>	<b>\$17,710.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Photo Request Management

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country receives numerous requests for photography throughout the year. These requests come from our marketing partners (CVBs, chambers, hotels, attractions, etc.) as well as from tour operators and travel agencies. These organizations are looking to use our photos in print ads, websites, and catalogs. The fulfillment of these requests take time, but are vital to our partners and promotion to Glacier Country. We want to continue helping these organizations, in order to better promote Glacier Country as a destination.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, and 7 as well as other marketing elements number 2.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.3.b Implement the new Montana tourism brand

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.2 Provide information about technical/financial assistance available to tourism businesses

**Goal 6: Address tourism and recreation professional development, workforce availability, training, and affordable housing issues**

- 6.1 Enhance professional development opportunities/requirements for tourism organizations



You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes      ☐ No



**PROJECT BUDGET**  
**Photo Request Management**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$900.00 +	\$0.00 =	\$900.00
Account Coordination	\$660.00 +	\$0.00 =	\$660.00
Photo Management	\$1,320.00 +	\$0.00 =	\$1,320.00
Photography Royalty Free	\$1,500.00 +	\$0.00 =	\$1,500.00
Color Lasers	\$50.00 +	\$0.00 =	\$50.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$4,430.00</b>	<b>\$0.00</b>	<b>\$4,430.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

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<b>PROJECT TOTAL</b>	<b>\$4,430.00 +</b>	<b>\$0.00 =</b>	<b>\$4,430.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Travel Show Participation

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country has attended and participated in a number of targeted travel shows over the years – consumer; tour and travel; international and meetings and conventions. We will continue to attend shows we have found successful and evaluate new shows to see if they fit our target markets.

Glacier Country will continue to co-op with CVB's, other tourism regions, and our members as much as possible. We will work with all of our transportation systems – airlines, Amtrak, rental cars in either soliciting special groups, individuals, meetings and conventions and/or sharing information with them in regard to challenges in bringing groups to Glacier Country. When specifically representing Glacier Country, our travel show booth will be used. We will participate in travel shows that will address our target markets with consumers, the international market, the meetings and conventions market, as well as tour and travel markets. We will capture names for use in future mailings. Additionally, names will be shared with members and CVB's in our region where appropriate.

Specific shows will be applied for individually. At these shows, Travel Montana guides, maps, calendars of events as well as our Glacier Country travel guide and/or meeting planner guide will be distributed. If we are co-operating with another region or CVB, their information will also be distributed.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Travel Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

A number of our Marketing Goals can be identified in this project. Goals numbered: 1, 2, 3, 4 and 7 are all addressed as well as all of our Target Demographics; and Other Marketing Elements No. 3.

### How does this project support the Strategic Plan?

- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b: Continue winter marketing
- 1.1.c: Attend consumer travel shows
- 1.1.d: Continue marketing to international travelers
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2.a: Amplify targeted sales and marketing to attract groups, meetings and conferences
- 1.2.b: Work with local sports groups to attract regional and national sports competitions in off-peak seasons
- 1.2.e: Continue to target tour operators to bring group tours and packaged vacations to Montana
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.
- 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
- 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets



- 5.1.a: Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No



PROJECT BUDGET  
Travel Show Participation

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>OTHER:</b>			
Travel Show Participation	\$15,000.00 +	\$0.00 =	\$15,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$15,000.00</b>	<b>\$0.00</b>	<b>\$15,000.00</b>

<b>PROJECT TOTAL</b>	<b>\$15,000.00 +</b>	<b>\$0.00 =</b>	<b>\$15,000.00</b>
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## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Travel Show Mailings

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Almost every trade show Glacier Country attends needs some kind of follow-up with mailings and that is how the funds are used. Attendees usually want information and/or travel guides sent to them so they don't have to carry them back, this is especially true at meetings and convention shows as well as international shows. We follow up on those leads or requests with our travel guides or the requested information, as well as personal letters.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Trade Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

A number of our Marketing goals can be identified in this project. Goals Numbered: 1, 2, 3, 4 and 7 are all addressed as well as all of our Target Demographics; and Other Marketing Elements No. 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
  - 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
  - 5.1.a Create vacation packages/itineraries for off-peak season niche markets

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**



Yes



No



**PROJECT BUDGET**  
**Travel Show Mailings**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
Travel Show Mailings	\$1,500.00 +	\$0.00 =	\$1,500.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,500.00</b>	<b>\$0.00</b>	<b>\$1,500.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$1,500.00 +</b>	<b>\$0.00 =</b>	<b>\$1,500.00</b>

☒
☐

## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** NTA Fact Sheet

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Glacier Country NTA Fact Sheet insert created in FY 2007-08 will be edited for 2008-09. It is a single page 8 ½ x 11, 2-sided, 4-color, fact sheet to promote Glacier Country to tour operators. The fact sheet will include photos of Glacier Country, facts and information relevant to the area and details pertinent to getting here. 800 fact sheets will be created. 600 will be shipped to NTA as specified and inserted in the Montana section of the NTA binder that is distributed to all NTA attendees (tour operators). Tour operators keep the NTA binder as a reference guide, referring to it throughout the year. The remaining copies will be distributed by Glacier Country throughout the year as needed.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008
- Increase Trade Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing goals numbered 1, 2, 3, 4, 5, 7 & 9, in plan and strategy numbered 1, 2 & 3 as well as under other marketing elements numbered 1 & 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
  - 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
  - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
  - 4.1.e Plan and promote commemorations of historic events in Montana

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.d Identify new opportunities for guided visitor services on public/private lands

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No



**PROJECT BUDGET  
NTA Fact Sheet**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$150.00 +	\$0.00 =	\$150.00
Account Coordination	\$220.00 +	\$0.00 =	\$220.00
Proofing & Editing	\$55.00 +	\$0.00 =	\$55.00
Copywriting	\$150.00 +	\$0.00 =	\$150.00
Layout & Design	\$300.00 +	\$0.00 =	\$300.00
Computer Production	\$300.00 +	\$0.00 =	\$300.00
Print Pro Management	\$300.00 +	\$0.00 =	\$300.00
Printing	\$400.00 +	\$0.00 =	\$400.00
Shipping	\$30.00 +	\$0.00 =	\$30.00
CDs Burned	\$6.00	\$0.00 =	\$6.00
Color Lasers	\$20.00	\$0.00 =	\$20.00
Epson Color Proofs	\$15.00 +	\$0.00 =	\$15.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,946.00</b>	<b>\$0.00</b>	<b>\$1,946.00</b>
<b>MARKETING/ADVERTISING:</b>			
Insertion Fee	\$1,500.00 +	\$0.00 =	\$1,500.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,500.00</b>	<b>\$0.00</b>	<b>\$1,500.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$3,446.00 +</b>	<b>\$0.00 =</b>	<b>\$3,446.00</b>

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### Approval Requested

- ☒ Final – Retainer, Press Trip/Media Blitz Planning  
☒ Preliminary – Regional Press Kits, Crisis Management, Press Trip/Media Blitz (Hard Costs)

## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Publicity

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Public Relations play a key role in Glacier Country's marketing efforts. In 2006/2007, the region launched an aggressive publicity effort that included delineating compelling story angles, aggressively pitching press trips and building critical media relationships. The successful results of this campaign over the past 2 years are reflected in over 145,000,000 million media impressions and an ad value of \$4,515,514.76 from regional, national and global media outlets.

During the past year, we continued to increase our partnerships with the three CVBs in Glacier Country (Kalispell, Missoula & Whitefish), Glacier National Park and Travel Montana. These efforts included sharing story leads, strategizing best practices for targeting major news outlets and partnering on press and vertical trips. The cooperative relationships allow us all to maximize efforts and budgets.

Glacier National Park continues to be the top destination for travelers to Glacier Country and Glacier Park visitors are shown to stay longer in the state. It is no surprise that our toughest PR challenges for 2008-2009 will evolve around the public's ongoing perception of the Park. There is a need for public education on the non-closure of the Going-To-The-Sun Road which will begin its second round of re-construction this summer. We may also see potential negative publicity around the "melting glaciers" in Glacier National Park as a sign of Global Warming that could give travelers the perception that there is no longer a major attraction to see in the Park. A final point of concern will be publicity around the restoration work of the many historic lodges in the Park. As a result, whenever possible, Glacier National Park will be included and/or referenced in press releases or made part of press trips. We will pursue story angles in 2008/2009 which focus on the many trails and activities in Glacier National Park to draw attention off of the Going-To-The-Sun Road as a main attraction and we'll also pitch stories which emphasize the point that Glacier Park received it's name because it was in fact carved by glaciers thousands of years ago, and not from the existing glaciers in the Park today.

Glacier Country has an abundance of scenery, culture and activities to offer visitors. Often, the challenge is narrowing down what to do and see within an area that has so much to offer. In the same way, deciding what to focus on for public relations efforts can be equally challenging. For this reason, we are taking a strategic approach to public relations, focusing on the unique experiences and activities that make Glacier Country a desirable destination for a diverse audience of travelers. Outdoor recreation will continue to be an overlying theme of all Glacier Country media coverage.

Our target markets continue to be mature couples and individuals, nature/wildlife seekers, and adventure/recreation enthusiasts and families. We will continue our commitment to growing awareness of Glacier County's meetings and conventions capabilities.

Our strategic approach will have the following elements: press trips, vertical trips, national, regional, and local media relations management, editorial calendar management, proactive story pitches and crisis public relations management.

### Press & Vertical Trips:

Glacier Country will host group press trips and vertical press trips. Proposed trips will be applied for individually with all details and names.

### Media Blitz:

In recent years, Glacier Country has established valuable media relationships with various media outlets specifically The Spokesman Review. Not only are they incredibly receptive and responsive to our story pitches and news releases but they

are also known to contact us to submit completed articles. In an effort to continue to foster more relationships such as these within targeted markets we are planning a trip to Chicago (an immerging market for Glacier Country) to meet with publications, including *Chicago*, *Chicago Bride*, *Chicago Sun-Times*, *Chicago Tribune*, *CS*, *Insider Magazine*, *Stone Magazine* and an assortment of freelance journalists.

Regional Press Kits:

Glacier Country will create regional press kits for mailing and delivering via a targeted media blitz to writers with story pitches, as handouts for writers on press trips, and for distribution upon request from travel editors and writers. The kits will contain updated information on attractions, lodging, dining, and great travel experiences in Glacier Country. The kit will also help market specific journalists to develop articles with a collection of Glacier Country facts, recent news, travel trends and untold stories.

Crisis Management:

Preparedness is critical when dealing with a crisis. The media plan established by the 2003 Fires Task Force provides a strong template for dealing with future natural disasters or crises. While we hope this year's good snow pack has helped to lessen the potential for fire this season we do want to be prepared to react should we need to trigger the plan. We'll work closely with the CVBs, Travel Montana, the Governor's office and other agencies to best manage a crisis situation. We will apply to use these funds as needed.

**OBJECTIVES:**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- Media stories to increase by 3% over 2008 as a result of increased public relations efforts.

**Refer to the portions of your marketing plan, which support this project.**

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 4.

**How does this project support the Strategic Plan?**

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.d Continue marketing to international travelers
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands**

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
  - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
  - 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

- 4.1.d Enhance MTTA and its marketing efforts
- 4.1.e Plan and promote commemorations of historic events in Montana
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No



**PROJECT BUDGET**  
**Publicity - Retainer**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Retainer:	\$51,000.00 +	\$0.00 =	\$51,000.00
(Internal agency costs associated with	\$0.00 +	\$0.00 =	\$0.00
story pitches, news releases,	\$0.00 +	\$0.00 =	\$0.00
reactive response, reporting,	\$0.00 +	\$0.00 =	\$0.00
tracking and planning including	\$0.00 +	\$0.00 =	\$0.00
account coordination, management,	\$0.00 +	\$0.00 =	\$0.00
copywriting, proofing, PR research,	\$0.00 +	\$0.00 =	\$0.00
media contact, media research,	\$0.00 +	\$0.00 =	\$0.00
client meetings, phone, fax, printing	\$0.00 +	\$0.00 =	\$0.00
& postage)	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$51,000.00</b>	<b>\$0.00</b>	<b>\$51,000.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>PROJECT TOTAL</b>			
	<b>\$51,000.00 +</b>	<b>\$0.00 =</b>	<b>\$51,000.00</b>



PROJECT BUDGET

Publicity - Press Trips/Media Blitz Planning

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Coordination	\$5,200.00 +	\$0.00 =	\$5,200.00
Management	\$3,960.00 +	\$0.00 =	\$3,960.00
Media Contact	\$2,100.00 +	\$0.00 =	\$2,100.00
Media Research	\$900.00 +	\$0.00 =	\$900.00
Proofing	\$320.00 +	\$0.00 =	\$320.00
Press Kit Assembly	\$125.00 +	\$0.00 =	\$125.00
Press Trip Planning	\$6,000.00 +	\$0.00 =	\$6,000.00
Management - Media Blitz	\$3,000.00 +	\$0.00 =	\$3,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$21,605.00</b>	<b>\$0.00</b>	<b>\$21,605.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
Travel	\$395.00 +	\$0.00 =	\$395.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$395.00</b>	<b>\$0.00</b>	<b>\$395.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$22,000.00 +</b>	<b>\$0.00 =</b>	<b>\$22,000.00</b>



PROJECT BUDGET

Publicity - Press Trips/Media Blitz Hard Costs

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Postage/Fax/Phone/Printing	\$280.00 +	\$0.00 =	\$280.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$280.00</b>	<b>\$0.00</b>	<b>\$280.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
Lodging	\$2,200.00 +	\$0.00 =	\$2,200.00
Activities	\$2,400.00 +	\$0.00 =	\$2,400.00
Meals	\$3,300.00 +	\$0.00 =	\$3,300.00
Transporation	\$6,000.00 +	\$0.00 =	\$6,000.00
Misc.	\$300.00 +	\$0.00 =	\$300.00
Meals/Lodging (Media Blitz)	\$1,500.00 +	\$0.00 =	\$1,500.00
Transportation (Media Blitz)	\$1,020.00 +	\$0.00 =	\$1,020.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$16,720.00</b>	<b>\$0.00</b>	<b>\$16,720.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>PROJECT TOTAL</b>	<b>\$17,000.00 +</b>	<b>\$0.00 =</b>	<b>\$17,000.00</b>
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**PROJECT BUDGET**  
**Publicity - Regional Press Kits**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Coordination	\$600.00 +	\$0.00 =	\$600.00
Management/Copywriting	\$1,500.00 +	\$0.00 =	\$1,500.00
Proofing	\$160.00 +	\$0.00 =	\$160.00
Layout & Design	\$650.00 +	\$0.00 =	\$650.00
Computer Production	\$400.00 +	\$0.00 =	\$400.00
Misc.	\$190.00 +	\$0.00 =	\$190.00
Hard Costs	\$1,500.00 +	\$0.00 =	\$1,500.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$5,000.00</b>	<b>\$0.00</b>	<b>\$5,000.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>PROJECT TOTAL</b>			
	<b>\$5,000.00 +</b>	<b>\$0.00 =</b>	<b>\$5,000.00</b>



**PROJECT BUDGET**  
**Publicity - Crisis Management**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Coordination	\$2,000.00 +	\$0.00 =	\$2,000.00
Management	\$3,000.00 +	\$0.00 =	\$3,000.00
Media Contact	\$3,000.00 +	\$0.00 =	\$3,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$8,000.00</b>	<b>\$0.00</b>	<b>\$8,000.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$8,000.00 +</b>	<b>\$0.00 =</b>	<b>\$8,000.00</b>

Approval Requested	
<input checked="checked" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Meeting & Convention Marketing – Trip to Meeting Planners
Application Completed by:	Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In a continued effort to increase awareness of western Montana as a meetings destination, the Glacier Country Executive Director or Marketing Manager will visit meeting planners in the Minneapolis and St. Louis area. Two of the top three meeting planning companies are headquartered in Minneapolis; Business Incentives (BI) and Carlson Marketing Group (CMG). The third top meeting planning company is located in St. Louis; Maritz. We will schedule informational presentations with these companies. This will be our fourth year visiting with the two in Minneapolis and our first in St. Louis. We believe that repeated exposure will help book business in Glacier Country.

A catered breakfast, lunch or break (depending on timing) will be used to encourage attendance by meeting and sales planners. Glacier Country will use this time to educate planners about all western Montana has to offer to a meeting, convention, or incentive group. A small leave behind item will be given to each attendee to serve as a reminder of Glacier Country.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing goals numbered 1, 2, 3, 5, 7 & 9 as well as under other marketing elements number 3.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
    - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached:      ☒ Yes                      ☐ No



PROJECT BUDGET

Meeting & Convention Marketing - Trip to Meeting Planners

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$600.00 +	\$0.00 =	\$600.00
Account Coordination	\$550.00 +	\$0.00 =	\$550.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,150.00</b>	<b>\$0.00</b>	<b>\$1,150.00</b>
<b>MARKETING/ADVERTISING:</b>			
Catering	\$1,400.00 +	\$0.00 =	\$1,400.00
Promotional Items/Gifts	\$1,000.00 +	\$0.00 =	\$1,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$2,400.00</b>	<b>\$0.00</b>	<b>\$2,400.00</b>
<b>TRAVEL:</b>			
Minneapolis - Transportation	\$800.00 +	\$0.00 =	\$800.00
Minneapolis - Lodging & Meals	\$450.00 +	\$0.00 =	\$450.00
St. Louis - Transportation	\$700.00 +	\$0.00 =	\$700.00
St. Louis - Lodging & Meals	\$300.00 +	\$0.00 =	\$300.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$2,250.00</b>	<b>\$0.00</b>	<b>\$2,250.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$5,800.00 +</b>	<b>\$0.00 =</b>	<b>\$5,800.00</b>

Approval Requested	
<input type="checkbox"/>	Final
<input checked="" type="checkbox"/>	Preliminary

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Meeting & Convention Marketing - Meeting Planner FAM Trip
<b>Application Completed by:</b>	Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country will host a meeting planner FAM trip focusing on meeting planners from one of the three meeting planning companies we meet and make presentations to every year (Carlson Marketing Group, Business Incentives Worldwide and new this year, Maritz) in order to experience western Montana as a meeting destination. Proposed trip will be applied for with all details and names.

**OBJECTIVES:**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008
- Increase Trade Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing goals numbered 1, 2, 3, 5, 7 & 9 as well as under other marketing elements number 3.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
    - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
    - 1.3.b Implement the new Montana tourism brand

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached:      ☒ Yes                      ☐ No



PROJECT BUDGET

Meeting & Convention Marketing - Meeting Planner FAM Trip

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$900.00 +	\$0.00 =	\$900.00
Account Coordination	\$400.00 +	\$0.00 =	\$400.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,300.00</b>	<b>\$0.00</b>	<b>\$1,300.00</b>
<b>MARKETING/ADVERTISING:</b>			
Promotional Items/Gifts	\$1,500.00 +	\$0.00 =	\$1,500.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,500.00</b>	<b>\$0.00</b>	<b>\$1,500.00</b>
<b>TRAVEL:</b>			
Meals	\$3,500.00 +	\$0.00 =	\$3,500.00
Lodging	\$1,750.00 +	\$0.00 =	\$1,750.00
Transporation	\$4,700.00 +	\$0.00 =	\$4,700.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$9,950.00</b>	<b>\$0.00</b>	<b>\$9,950.00</b>
<b>OTHER:</b>			
Misc. Expense	\$250.00 +	\$0.00 =	\$250.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$250.00</b>	<b>\$0.00</b>	<b>\$250.00</b>
<b>PROJECT TOTAL</b>			
	<b>\$13,000.00 +</b>	<b>\$0.00 =</b>	<b>\$13,000.00</b>



## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Internet Development

**Application Completed by:** Racene Friede

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

The goal of Glacier Country's internet development program is to grow traffic to the website by finding new visitors as well as giving past visitors a reason to come back and visit the site periodically for new and interesting vacation ideas. We believe this investment in growing the traffic to [www.glacier.visitmt.com](http://www.glacier.visitmt.com) will result in more inquiries and eventually more visitors to Western Montana. It is imperative that we provide thoughtful, intuitive navigation systems for people to move about our site in finding information to help them plan their vacation. With a site that provides as wide a variety of products, trips and lodging options, we must implement a thoughtful navigation schema thinking from the user perspective and not necessarily ours. It is our goal to make it intuitive, logical and consistent.

Our agencies work together to make sure Glacier Country's website matches our print and other electronic media as well creates an appealing place for web visitors looking for a Montana vacation. This is achieved through consistent rotation of copy and photography to reflect the many experiences visitors can have in Glacier Country. The website needs updating regularly to reflect the latest events, additions of new content, and general updates to keep up with the latest technologies.

Windfall Technologies will provide the electronic integration and management of electronic direct mail marketing resources generated by Partners Creative, our advertising agency. Please see the e-Newsletter application for more detailed information.

This budget provides for a total reconstruction of Glacier Country's website as well as the regular maintenance and website marketing tools such as keywords and search engine optimization (SEO). The primary redesign goals would be the following:

- Integration of XML based data feeds into the live site for timely tourism database searches.
- Integration of additional content pages to provide more in-depth travel information.
- Provision of additional travel planning tools such as saved searches and multi-functional vacation packages and season update modules.
- Integration of multimedia viewing tools into the website such as podcasts and video.
- Provision of in-depth content modules that integrate with marketing objectives of the organization as declared throughout the overall marketing program such as weddings, reunions, western experience, Glacier National Park and related state parks, lodging, camping, dining, and many more.
- Enhanced travel guide viewing options Online as more in-depth surveying of guides requested Online.
- Enhanced mapping tools that utilize the latest resources Online to provide deeper travel planning resources Online.

### OBJECTIVES:

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

**Refer to the portions of your marketing plan, which support this project.**

This project is addressed in all of our marketing plan goals and plan and strategy number 2.

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
  - 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
    - 1.3.b Implement the new Montana tourism brand
    - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
  - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
    - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
    - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
  - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No



**PROJECT BUDGET**  
**Internet Development - Webpage**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Website Redesign	\$40,000.00 +	\$0.00 =	\$40,000.00
Website Maintenance	\$24,000.00 +	\$0.00 =	\$24,000.00
Podcasts	\$12,000.00 +	\$0.00 =	\$12,000.00
Video Content	\$12,000.00 +	\$0.00 =	\$12,000.00
Keywords	\$12,000.00 +	\$0.00 =	\$12,000.00
Optimization Marketing	\$18,000.00 +	\$0.00 =	\$18,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$118,000.00</b>	<b>\$0.00</b>	<b>\$118,000.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$118,000.00 +</b>	<b>\$0.00 =</b>	<b>\$118,000.00</b>



**PROJECT BUDGET**  
**Internet Development - E-Mail Distribution**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
E-Mail Distribution	\$7,000.00 +	\$0.00 =	\$7,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$7,000.00</b>	<b>\$0.00</b>	<b>\$7,000.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$7,000.00 +</b>	<b>\$0.00 =</b>	<b>\$7,000.00</b>



## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Online Advertising

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

### Google Adwords:

Glacier Country will continue to use the web site and the internet to target a national audience. We will purchase key words on Google, an effective, cost efficient tool that powers the world's most popular search engines. The pay for performance model means that Glacier Country is charged only when a user clicks through. The key words will be pulled from the Glacier Country website.

### Online Banner Campaigns:

We will place banner advertising on major primary market online newspaper websites as well as other targeted websites across the country in conjunction with other tourism partners in Glacier Country. We have had great success in the past in partnering with private tourism businesses, CVBs, etc. and purchasing large online campaigns in Chicago, Minneapolis, Seattle, Los Angeles and Denver.

## OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in all of our marketing plan goals and plan and strategy number 2.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
  - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
  - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)



You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes      ☐ No



**PROJECT BUDGET**  
**Online Advertising - Google Adwords**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>MARKETING/ADVERTISING:</b>			
Adword Purchase	\$12,000.00 +	\$0.00 =	\$12,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$12,000.00</b>	<b>\$0.00</b>	<b>\$12,000.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$12,000.00 +</b>	<b>\$0.00 =</b>	<b>\$12,000.00</b>



**PROJECT BUDGET**  
**Online Advertising - Banner Campaigns**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>MARKETING/ADVERTISING:</b>			
Media Placement	\$9,000.00 +	\$0.00 =	\$9,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$9,000.00</b>	<b>\$0.00</b>	<b>\$9,000.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$9,000.00 +</b>	<b>\$0.00 =</b>	<b>\$9,000.00</b>